

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 CIAE-00 INR-07 NSAE-00

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O R 030930Z OCT 75

FM AMEMBASSY VALLETTA

TO AMCONSUL MILAN IMMEDIATE

INFO AMEMBASSY ROME

SECSTATE WASHDC 6469

UNCLAS VALLETTA 1159

E.O. 11652: N/A

TAGS: ETRA, MT. IT

SUBJECT: MALTESE TRADE FAIR OFFICIALS TO VISIT MILAN TRADE CENTER

1. MESSRS. CASAPINTA AND ZAMMIT, MALTESE BUSINESSMEN AND
OFFICIALS OF THE MALTA TRADE FAIR CORPORATION, PLAN TO CONTACT
MILAN TRADE CENTER OCTOBER 3 TO DISCUSS INCREASED U.S. PARTICIPATION
IN MALTA'S ANNUAL (JULY 1-15) INTERNATIONAL FAIR.

2. MOTIVATION FOR THIS MALTESE INITIATIVE STEMS FROM LOCAL
NEWSPAPER ARTICLE BY IV GANTEE A. MONTANARO WHO RECENTLY
RETURNED FROM U.S. VISIT WHICH INCLUDED DISCUSSIONS WITH DOC
OFFICIALS. MONTANARO QUOTES LATTER AS SAYING "A POSITIVE
AMERICAN MOVE IS NOW ON FOR GREATER PARTICIPATION BY AMERICAN
FIRMS IN MALTA'S YEARLY INTERNATIONAL FAIR", THAT "AS FROM NEXT
YEAR..PARTICIPATION..WILL COME UNDER THE MILAN TRADE
CENTER", AND THAT "THIS NEW LINK WITH THE MALTA INTL.
FAIR IS A PRACTICAL SIGN OF U.S. WILLINGNESS TO HELP
MALTA IN THE DIFFICULT TASK OF SEEKING TO DIVERSIFY THE
ECONOMY BY ATTRACING INDUSTRIAL ENTERPRISE..."

3. MONTANARO'S ARTICLE GIVES THE MISTAKEN IMPRESSION
THAT MALTA HAS JUST NOW COME WITHIN THE MILAN TRADE
CENTER REGION AND THAT THIS HAS IMPORTANT SIGNIFICANCE FOR
EXPANDED COMMERCIAL COOPERATION BETWEEN MALTA AND THE
U.S. AFTER TALKING WITH MONTANARO, EMBASSY HAS INFORMED
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MALTA FAIR CORP. PRESIDENT FRANCO MASINI THAT MONTANARO

DOES NOT SEEM TO HAVE A COMPLETE UNDERSTANDING OF
TC OPERATIONS AND RESPONSIBILITIES AND HAS SOMEWHAT
OVERSTATED HIS CASE.

4. EMBASSY UNAWARE OF ANY NEWLY DEVELOPED INTEREST IN
MALTA TRADE FAIR BY DOC OR MILAN TC. IN ANY CASE, EVERY COURTESY TO
MESSRS. CASAPINTA AND ZAMMIT WOULD BE APPRECIATED. SMITH

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